UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Introduction to Digital Technologies

Academic Year 2025/2026

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

1st

4. Course Unit

Introduction to Digital Technologies (L5006)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

1st Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	

9. ECTS Credits

3,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor RUI HUMBERTO DE MATOS DIAS

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Use of digital resources, aiming it's future application in communication design projects.
Deal with different types of visual and graphic digital representation and expression: color, typography, layout and composition, vector drawing / digital graphics: free illustration and precise illustration.

15. Specific Objectives

Apply visual and graphic possibilities, using software for graphic design / communication design, in exercises suitable for the 1st year of the degree (progressive learning, to be articulated with design fundamentals taught in the course Design I), not losing view its further application.
Dealing with other functionalities / basic resources: managing documents, compressing files, distinguishing image formats, preparing documents for printing.

16. Skills to be acquired

Knowing how to manage and apply technical and expressive digital resources, visual and graphic, in conjunction with the learning of design fundamentals about color, typographic composition, layout, and illustration.
Knowing how to use the features of fundamental software : Adobe Illustrator.

17. Teaching Methodology

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Theoretical introductions supported in selected bibliography.
Practical approaches supported in appropriate software.
Participated presentations.
Demonstrative exercises, replicated and recreated by the students.
View and comment on case studies: exemplary representations.

18. Course Unit Program

Resource management, representation, composition and graphic editing using Adobe Illustrator:
Application interface;
Management of basic resources: use and management of documents / files, image formats, color systems, vectorial representation, etc.;
Features for color;
Features for typography and text composition;
Features for layout and composition;
Features for vector drawing / digital graphics: free illustration and precise illustration;
Preparing documents for printing, or for the Internet.

This program seeks to contribute to the construction of a knowledge base to be applied later in communication design projects, but also in multimedia design projects. It promotes, from the beginning, an articulation with the Design I course program, foreseeing, equally, further developments in Design II and Design III, among others courses of the degree.

19. Assessment Methods

Two tests: execution of practical exercises.
Eventual complementary stimulation exercises.
Consideration of students participation and commitment, as well as their attendance, punctuality and compliance with schedules.

20. Didactic Resources

Multimedia presentations.
Available hardware.
Available software: Adobe Illustrator.
Internet.
Selected bibliography.

21. Sustainability Objectives

Although the aim of teaching this course and of the degree is to fulfill goal 4 of SDG defined by the UN.- quality education - the foundational basis of the UL-Lisbon Design courses is the belief that Design is a tool for the sustainable promotion of society in its ethical, social and ecological aspects. Therefore, one of the global objectives of Design teaching at ULL is to alert students to the importance of their future as designers so that it fulfils all the 17 SDG defined by the UN.

22. Keywords

Digital technologies
Communication design
Digital graphics

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23. Main Bibliography

Author(s): CLAD, Zara
Title: Essential Beginner's Guide to Adobe Illustrator 2025
Edition: Year: 2025
Local: s/l
Publisher: edição do autor

Author(s): HOPPE, Jason
Title: Adobe Illustrator: A Complete Course and Compendium of Features
Edition: Year: 2020
Local: San Rafael, CA
Publisher: Rocky Nook

Author(s): WOOD, Brien
Title: Adobe Illustrator: Classroom in a Book
Edition: Year: 2024
Local: s/l
Publisher: Adobe Press

24. Complementary Bibliography

Author(s): AMBROSE, Gavin; HARRIS, Paul
Title: The Layout Book
Edition: Year: 2007
Local: Lausanne
Publisher: AVA

Author(s): MACARIO, Joyce Walsh
Title: Graphic Design Essentials: Skills, Software and Creative Solutions
Edition: Year: 2009
Local: London
Publisher: Laurence King

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Autor / Author	Prof. Doutor RUI HUMBERTO DE MATOS DIAS
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